PHILIP MORRIS U.S.A.
INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, NY 10017

TO: Deane Gross **DATE:** July 14, 1997

FROM: Yvette Robinson

SUBJECT: Indiana Black Expo (IBE), Indianapolis, IN

This memo outlines this year's IBE activities and Benson & Hedges involvement. Our participation in IBE is designed to increase brand visibility, encourage product trial among competitive smokers, generate names for the database, and develop a positive promotional tie-in for the brand.

Deane Flight Info.:

Thursday, July 17					
UA	687	LGA	10:00 am	O'Hare	11:19 am
UA	292	O'Hare	12:10 pm	Ind	1:02 pm
Saturday, July 19					
US Air	1566	Ind	6:20 am	LGA	9:10 am

Deane Hotel Info.:

Canterbury Hotel
123 S. Illinois Avenue
Indianapolis, IN 46225
PH: 317-634-3000
FAX: 317-685-2519
Conf. #: 70415

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Events that we are participating in are as follows:

Source: https://www.industrydocuments.ucsf.edu/docs/nmgy0004

EVENT I:	"The Governor's Reception" Yvette Robinson of Philip Morris U.S.A. to receive award from Governor Frank O'Bannon and the Indiana State of Commerce.
Date/Time:	Friday, July 18, 1997 3 p.m. to 5 p.m.
Location:	Statehouse Rotunda
Dress:	Business attire that is appropriate for hot and humid weather.
Transportation:	You will be picked up at your hotel at approximately 2:30 p.m. The car will also take you back to your hotel.
Note:	After the reception you should return to your hotel and change to cool, casual attire appropriate for the outdoor concert.
EVENT II:	"Club Benson & Hedges Concert" featuring The Isley Brothers and The O'Jays.
Date/Time:	Friday, July 18, 1997 7 p.m. to 11 p.m.
Location:	American Legion Mall 401 N. Meridian
Dress:	Cool, casual attire appropriate for an outdoor concert.
Transportation:	A car escorted by an Indiana State Trooper will pick you up at your hotel and take you back to your hotel after the concert.
Note:	Please be aware that the concert draws a massive crowd and all streets surrounding the venue are usually closed to public traffic. Additionally, please expect to wait 5 to 10 minutes for an elevator at your hotel. In sum, this event sells out the city.
Optional Event III:	IBE Consumer Expo.
Date/Time:	July 17 - 20, 1997 11 a.m. to 10 p.m.
Location:	Indiana Convention Center

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100 South Capital

Dress: Casual.

Transportation: A short walk (one block) from your hotel.

Other Activities: Located directly across the street from your hotel is a major shopping mall which has a Nordstrom's. In addition, many four-star restaurants have moved into the downtown area including Palomino, Ruth Chris Steak House and the famous, St. Elmo's Steak House. Please note there is also a Japanese restaurant nearby (cannot recall name).

Background: Indiana Black Expo (IBE) has consistently been Community Event Marketing's largest and most effective event. IBE is one of the largest predominantly African-American events held annually in the country and attracts over 250,000 attendees. The event takes place for five consecutive days and offers various activities.

Philip Morris' Participation: As a sponsor of IBE the brand will be entitled to the following:

- exclusive sponsor of the concert.
- the right to hang Club Benson & Hedges banners, stage backdrops and signage throughout the festival area of the Event, and at other locations at the site of the Event mutually agreed upon by the parties.
- the exclusive right to conduct branded incentive distribution to smokers twenty-one years of age and older throughout the festival area, at specific promotional locations and throughout the site of the Event;
- the right to operate a 10' x 20' promotional tent and kiosks in prime high-traffic locations throughout the concert venue.

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Miscellaneous Information:

PM NYO Contacts:	Yvette Robinson, Manager	Tel: (212) 878-2360
PM Consultant:	Bert Johnson	Tel: (415) 731-7820

Outside Agency

Source: https://www.industrydocuments.ucsf.edu/docs/nmgy0004

Contacts: Phoenix Marketing will execute this program
Agency Contact: Steve Bellissimo Tel: (516) 585-6825
Summitt Management will handle artists/production
Agency Contact: Fred Jones Tel: (901) 398-6655

Please call me at the above number if you have any questions or suggestions.

jyr/me

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